

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1357

ISSUE DATE: September 04, 2013

TITLE: Design, develop and distribute a toolkit to support PATCH efforts

**PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING
YOUR PROPOSAL**

**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL
PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <https://ebidmarketplace.com/> to begin the process, and then follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR number on the bid page.

Summary Statement

The Center for Tobacco Prevention and Control (hereafter referred to as CTPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting services for the design, development, and distribution of a toolkit that will provide resources to promote CTPC's new initiative, Pregnancy and Tobacco Cessation Help (PATCH).

A single contract will be awarded to the Offeror that best meets the needs of the evaluation criteria. The anticipated term of the contract resulting from this solicitation will begin on or about October 15, 2013 through May 31, 2014. Proposals must equal \$25,000.

Background

CTPC, along with partners from the DHMH Centers for Chronic Disease Prevention and Control and Maternal and Child Health have launched the Pregnancy and Tobacco Cessation Help (PATCH) initiative to address and reduce smoking rates among pregnant women, women of child bearing age, and members of their households and social environments. PATCH goals include increasing awareness of tobacco cessation and prevention services available through CTPC, providing training and support to Maryland counties with the highest smoking rates among pregnant women, and increasing referrals to the evidence-based Maryland Tobacco Quitline.

CTPC has successfully managed the Maryland Tobacco Quitline (QL), 1-800-QUIT-NOW, since 2006, and has received over 115,000 calls, with a 98% customer satisfaction rate. The QL provides FREE telephone counseling to Marylanders 13 years and older to help them quit tobacco. Services are available 24/7, in English, Spanish, and other languages. Special services are available for pregnant tobacco users and youth. Residents 18 years and older can receive a free supply of Nicotine Replacement Therapy, web, and text support. Learn more at www.smokingstopshere.com. During State Fiscal Year 2013, the QL had 29,048 callers. There were 57 pregnant callers, 43 planning on pregnancy, and 13 breastfeeding callers. 29% of callers were Medicaid participants and 23% were uninsured participants.

To promote the new QL services and increase outreach to pregnant women, CTPC worked with a design company to develop brochures, posters, and out of home media promoting the new QL services in English and Spanish. Promoting the QL through media, health providers, and other organizations will increase the number of tobacco users who are aware of cessation services available to them, and will increase the proportion of adult smokers who have made a quit attempt.

The selected Offeror shall design, print, and mail toolkits to assist CTPC in promoting the PATCH program and the availability of the new and enhanced services of the QL. Not only will the materials be used to increase awareness of the services to the populations being served, but also to healthcare providers in order to provide them with resources when counseling their patients and clients. Materials shall direct people to the Quitline, and also to the website www.smokingstopshere.com.

Scope of Work

- 1) The selected Offeror shall provide a work plan outlining the specific timeline of the development of all materials requested. The timeline shall include a final draft template by early January 2014.
- 2) Within five business days of award, the selected Offeror shall schedule in-person meeting with CTPC staff at DHMH Headquarters in Baltimore, MD. At this meeting a project timeline and production schedule shall be finalized.
- 3) Creative Design Components.
 - a) Design: The Contractor shall design and brand an outreach and educational toolkit, including print and electronic downloadable formats, utilizing content provided by the Department. After discussion, the Department and Contractor will determine the final format, but for planning purposes, at a minimum, toolkits shall have a glossy folder/binder with dividers, at least 12 (8.5" x 11") pages double-sided, with multi-color print on the cover, and 2-color print on internal documents. The Department will have final approval on the final toolkit design, and all developed materials shall be the property of and solely owned by the Department. The electronic format of the toolkit will be placed on existing Department run websites. The Contractor shall design the style

complementary to the overall campaign creative themes. The Contractor shall provide the Department with a “camera-ready” format, as well as a downloadable electronic format, of the toolkits to be used for future printing and electronic posting by the Department.

- b) Tool kit contents: The Offeror shall be responsible for assembling, printing, branding, and designing the following materials: 1. At least three fact sheets. CTPC will provide content that can be tweaked and branded, 2. A poster on QL services for pregnant women that may be used as a theme for the toolkit promotion, 3. A flyer on CTPC’s Fax To Assist program in which providers can fax refer patients to the QL, and other promotional items that the Offeror proposes to use. **CTPC will provide a plastic Quitline wallet card and English and Spanish versions of the new QL brochures that shall be included in toolkits.** These materials can be viewed at smokingstopshere.com.
- c) Print: The Offeror shall print 1,000 toolkits including all of the materials. Once the materials are approved by CTPC and other governmental authorities, the selected Offeror shall also provide print files to the State printing agency, Maryland Correctional Enterprises, confirming that files are in the correct format and making any necessary tweaks if needed for re-printing purposes.
- d) Distribute/Ship: CTPC shall only provide an excel file that will contain the contact information that the Offeror will need to ship materials. The Offeror is responsible for shipping all materials. This cost shall be included in proposal. CTPC would like the materials to be mailed in a manner that will get providers attention. Offerors shall propose creative ideas for shipping, like a sticker or decal that promotes the initiative. This cost shall also be included in proposal.

4) Final Product.

- i) **All design and production related fees must be included in the final bid price.** Final products must be available for the perpetual use of the Department for future campaigns at no additional cost. If talent is used, all talent fees and other related costs must be bought out for the indefinite use by the Department. Signed contracts and proof of talent buy-out must be provided to the Department to keep on file. If stock photo and/or artwork are purchased, proof of buy-out must be provided to the Department to keep on file.
- ii) The selected Offeror shall be responsible for **all** creative services necessary for production, including, but not limited to, design, typesetting, formatting and sizing of files, editing, photographic services, and purchase of stock photos and artwork.
- iii) The selected Offeror shall provide all final products as “print ready” formats. All ads shall be packaged and sent in both high resolution PDF formats (300 dpi at full size or better) and their original file formats (I.e., InDesign, PhotoShop, Illustrator, etc.). Any vector based graphics shall be submitted in their original, editable file formats. The contractor shall provide a summary document outlining all of the specs (I.e.,

- fonts, colors, etc.) used in the designs, so the Department may use the ads in the future. The selected Offeror shall provide all material files in a variety of electronic formats (I.e., JPEG, PDF, gif, tif, DVD copies, etc.) as deemed necessary by the Department.
- iv) In order to approve all creative designs, the selected Offeror shall establish an electronic delivery/sharing system in a format to be determined upon award.
- 5) The selected Offeror shall provide a summary report at the conclusion of the contract detailing completion of deliverables, expenditures and any suggested next steps for utilizing the materials.

Ownership and Rights of Materials

Work produced as a result of this solicitation is and shall remain the sole property of the Department. The selected Offeror agrees that, at all times during the term of this contract and thereafter, the works created and services performed shall be “works made for hire” as that term is interpreted under the federal copyright law. **All materials developed will remain the property of the State of Maryland.**

Mandatory Requirements

This solicitation has been designated as a Small Business Reserve (SBR). You must be registered as an SBR in order to submit a proposal. Failure to supply your SBR number on the Bid Form will deem you as non-responsive.

Proposal Submissions

The Offeror shall complete the attached Bid Form (page 8) and send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than six (6) pages (this excludes budget, budget narrative, and any attachments regarding organizational capabilities). One original and three (3) copies should be mailed or hand-delivered to the Procurement Officer.

Technical proposals shall include:

- A. Background Information:
 - 1. Organization Name
 - 2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
 - 3. The Offeror’s small business reserve number and federal identification number.
- B. Organizational Capability
 - 1. Describe how the agency is organized and who will be responsible for working on this project.

2. Describe the experience and capabilities of the organization and particular individuals relevant to accomplishing this project. Please include expertise related to development of toolkits.
 3. Include descriptions of prior projects and/or materials developed as part of the agency's portfolio; in particular those developed targeting pregnant women, tobacco prevention and control, and other health-related topics.
- C. Work plan
1. The Offeror shall submit a work plan that includes a timeline for development of all of the materials to be produced.
 2. The Offeror shall describe an overall concept and rationale for design and features in general terms for materials and how the materials will reach and be meaningful in promoting the Quitline services.
 3. The Offeror shall describe innovative features that will be utilized, and rationale for including these features, especially as they pertain to reaching health care providers.
 4. The Offeror shall provide and explain relevant reference materials to demonstrate past experience, including 2-3 samples of similar work produced (samples can be included as attachments and are not required to be part of the six (6) page limit). *Sample materials can be returned to the Offeror after review by the evaluation committee. The Offeror must state this in their proposal and provide a return address for materials to be mailed.*
- D. Submit a required minimum of two (2) letters of support from other agencies with whom the organization has collaborated or from former or current clients.
- E. Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated. If the Offeror is receiving other funding for tobacco control efforts, please describe how this funding is being used and the source of the funding.
- F. Offerors shall submit a completed bid page, and provide a separate line item budget and narrative (Attachment A).

Award

An award will be made on the basis of the most advantageous offer to the State of Maryland considering price *and* the evaluation criteria found in this solicitation.

Evaluation Criteria of Proposal

The State will evaluate proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. Organizational Capacity –
- a. Extent to which the Offeror has the experience and capability to design and produce materials to meet the goals of the Department.

- b. Strength of the letters of recommendation and relevant reference samples of past materials and projects to demonstrate Offeror capabilities for the project outlined in this solicitation.

B. Work Plan–

- a. Is the Offeror's work plan timeline realistic?
- b. Does the Offeror provide a strong rationale for the overall design concept for the materials?
- c. Does the Offeror provide a strong rationale for development of tool kit materials?
- d. Does the Offeror's proposal and past works demonstrate their creativity and ability to provide innovative design ideas for the materials?

C. Does the Offeror have any conflicts of interest?

D. A clear and rational budget and budget narrative.

Contract Term

The term of this contract shall be on or about October 15, 2013 through May 31, 2014.

Billing

Payment will be made by CTPC upon receipt of acceptable deliverables and invoices from the contractor. The selected Offeror shall bill the Department 50% upon receipt of the contract. The remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice and summary report from the selected vendor. **Invoices must be on company letterhead and include vendor's name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, and signature in order to be processed.**

BID SUBMISSION INFORMATION

Interested parties should submit bids using the attached "Bid Form" as a cover sheet; see page 8. The final bid must include ALL final costs for completing the project.

SUBMISSION DEADLINE

Bids must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 10:00 a.m. on September 19, 2013** in order to be considered. Submission envelope must show the Procurement ID number.

Bidders who hand-deliver proposals are requested to please ask the building's security desk for a visiting pass and go to the third (3rd) floor, room 306 and ask for Michael Trombetta. *NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders that have a courier deliver proposals are requested to please ask the building's security desk to telephone the PROCUREMENT OFFICER (Michael Trombetta, 410-767-5039).

*NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders who mail proposals should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Proposals and/or unsolicited amendments to proposals arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the offers must confirm, at least 60 minutes before the deadline, that the proposals were received in PHPA Procurement. **PHPA is not responsible for proposals dropped off in the mailroom.** Questions regarding this solicitation should be directed (By e-mail only, no phone call will be accepted) to the PROCUREMENT OFFICER.

NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.

PROCUREMENT OFFICER:

Michael J. Trombetta
Agency Procurement Specialist II
201 W. Preston Street
Baltimore, Maryland 21201
Voice: [410-767-5039](tel:410-767-5039)
michael.trombetta@maryland.gov

ISSUING OFFICE:

Center for Tobacco Prevention and Control
(Attn: Sara Wolfe)
201 West Preston Street
Baltimore, MD 21201
Phone: 410-767-1364

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO
RESPOND TO THIS SOLICITATION**

Bid Form

PROCUREMENT

I.D. NUMBER: PHPA-S1357

ISSUE DATE: September 04, 2013

TITLE: Design, develop and distribute a toolkit to support PATCH efforts

A. Offeror Information:

Vendor Name: _____

Federal Tax ID (FEIN#): _____

Contact Person: _____

Address: _____

Telephone: _____

Fax: _____

SBR Number: _____

B. Total cost for parameter outlined in scope of work section is equal to \$25,000.

Signature

Date

Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in BBN PHPA-S1357.

Attachment A

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from _____ to _____

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Design of toolkits	
4. Printing of toolkits	
5. Distribution of toolkits	
6. Other direct costs (please explain)	
Total DIRECT Costs	
Indirect Cost ¹	
TOTAL COST	

TITLE OF PROJECT: _____

AGENCY NAME: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

¹ Indirect cost may not exceed 10% of personnel in item 1.

FEDERAL IDENTIFICATION NUMBER: _____

* Include Budget Narrative on a separate page.